

color-slide photographer!

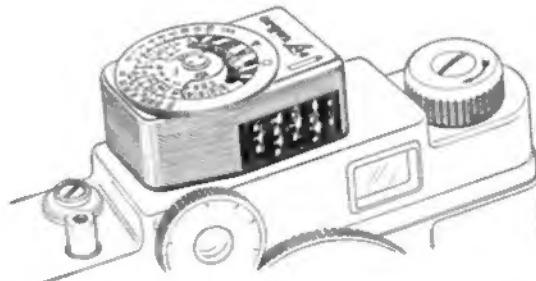


Fact is, Argus is the number-one name in color-slide equipment. Even beginners take glorious full-color slides right from the start with Argus 35 mm cameras, yet experts will tell you about their precision and versatility. As for Argus Light Meters, they're famous for ruggedness, accuracy and convenience. And when it comes to viewing slides, they all look better when seen with an Argus Projector.

This Christmas, take your gift list to your Argus dealer. He'll be glad to help you select the right gift for everyone on it.



L-3 Light Meter—Famous Argus hand-held light meter for fast, accurate exposure data—even under the most difficult lighting conditions. Accessory booster cell increases light-gathering area for dim light readings. Meter has an ASA index range of 2.5 to 1000, shutter speed range of 1/1000 to 120 seconds and f-stop range of f:1.4 to f:22. Meter and carrying case, \$16.95. Booster cell and carrying case, \$7.95.



L-44 Light Meter—This easy-to-use L-44 clips on top of any camera with a standard accessory clip, leaves both hands free, assures correct exposure in any lighting conditions. Has ASA index range of 2.5 to 1000, shutter speed range of 1/1000 to 120 seconds and f-stop range of f:1.4 to f:22. An accessory booster cell is available for increased sensitivity to low light levels. Plastic adapter for both meter and booster cell for incident light readings. L-44 meter and carrying case, \$17.50. L-44 booster cell and case, \$7.50.



Argus 300 Automatic Projector—for life-like projection of color slides. New f:3.3 projection lens and light condenser system show brighter-than-ever pictures that are sharp clear out to the edges. A quick push-pull of the automatic changer lever shows, changes and stores slides, and a powerful blower keeps them cool. Only \$62.50, with carrying case. **REMOTE-CONTROL POWER UNIT**—(not shown) clips right onto changer and lets you run your slide show by push-button control from almost anywhere in the room. Complete with compact, hand-held switch and 15 feet of cord. Only \$24.50.

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Argus Cameras, Inc., Ann Arbor, Michigan